

This bachelor's thesis focuses on the communication of Czech Television on social networks. Its goal is to analyse how public media communicate via social networks using the analysis of Czech Television as an example. The theoretical part deals with the definition and introduction of social networks with the focus on Facebook, Twitter and Google+. It also contains an overview of the most popular social networks and places them in context of social media. The method used in this thesis is a quantitative and qualitative analysis of all content, that was published on the main profiles of Czech Television, channel ČT24 and the Hyde Park Civilizace programme on Facebook, Twitter and Google+ between the 21st of March 2016 and the 3rd of April 2016. The analysis is completed by an overall interpretation of the gained data using responses to carefully chosen research questions.